

2035 General Plan Update

Self-Guided Virtual Open House, March 2021

Summary Report

From March 5 through March 31, 2021, Long Range Planning provided an opportunity for the public to complete self-guided virtual open house sessions in an effort to further gain input and feedback regarding the draft 2035 General Plan. In particular, “attendees” of the self-guided virtual sessions were guided through a series of video presentations and polling questions focused on garnering input specific to the draft Vision Statement, the Land Use Element, and major amendment criteria, and the downtown core – as per the interest and direction of City Council. The first section, below, provides an aggregate summary of polling results and summary of key discussion that occurred. The second section details all polling results and comments collected for each individual polling question.

Summary of Open House Results

Among the five topics, there were 42 participants. Some contributors participated in several of the five topics, and staff has identified 23 total unique participants. It was not mandatory to contribute to each of the five polling questions or provide written response to each, therefore polling participation fluctuated for every topic. This section of the report is an aggregate summary of the polling conducted and includes a synopsis of written responses captured, specific to the various topics outlined below.

1) Vision Statement: City Council directed staff to garner public input on three (3) vision statements, including the existing 2001 General Plan Vision Statement, the 2014 Task Force Vision Statement (including 3 Community Aspirations), and a Vision Statement submitted by Vice Mayor Janik. Polling questions and results included:

- What is your preferred Vision Statement for Scottsdale?
 - Existing 2001 Vision Statement – 0 (0%)
 - Task Force 2014 Vision Statement – 4 (31%)
 - Vice-Mayor Janik Proposed Vision Statement – 8 (61%)
 - None of the Vision Statements Presented – 1 (8%)
- Does your choice fully communicate your vision for the future?
 - Yes – 12 (92%)
 - No, it is missing something I’d like to suggest – 1 (8%)

Participants generally supported Vice-Mayor Janik Proposed Vision Statement (61%), slightly more so than the Task Force 2014 Vision Statement (31%). It was stated that the Vice-Mayor Janik Vision Statement appeared to be more general, and thus more inclusive of the respondent’s long-term vision of the city. Some participants discussed that the vision statements were missing topics such as climate change and education. One participant stated that a vision statement should not include the term “shared values” as they felt that Scottsdale residents do not all share the same values, and assuming such could deter from inclusiveness.

2) General Plan Major Amendment Criteria: The draft General Plan includes existing major amendment criteria brought forward from the 2001 General Plan (Criteria 1 through 4) as well as three (3) NEW criteria (Criteria 5 through 7). Polling questions and results regarding the amendment criteria included:

- Do you support the first four existing (1-4) major amendment criteria and the process for which major amendments are determined?
 - Yes – 5 (83%)
 - No – 1 (17%)

- Do you support the NEW major amendment criteria (5-7) and the process for which major amendments are determined?
 - Yes – 4 (67%)
 - No – 2 (33%)

Attendees generally supported both the existing and new criteria as depicted in the draft 2035 General Plan. Participants agreed that the existing and new major amendment criteria, as proposed, would allow City Council to review future development proposals more effectively.

3) Land Use - Employment: The draft plan includes the proposal to combine the Employment and Office land use categories into a single category, as both the General Plan Task Force and the recent Citizen Review Committee did not find enough distinction in having two individual land uses that generally provide for the same intensity of uses with similar character. One polling question was provided regarding this proposal:

- Do you support the combination of the Employment/Office land use designation?
 - Yes – 4 (80%)
 - No – 1 (20%)

Most attendees supported this proposal. One participant stated that employment is important in maintaining the current standards of living, in terms of city services and facilities.

4) Land Use – Desert Rural Neighborhoods: There has been community discussion, and City Council interest, to include the addition of a new “Desert Rural” Neighborhoods General Plan land use designation for those properties that are currently zoned as R1-130 or R1-190. This proposal would affect both the acreage makeup of land use designations citywide, and potentially the major amendment criteria. Polling questions regarding this proposal included:

- Do you support the creation of a new Desert Rural Land Use designation?
 - Yes – 1 (12%)
 - No – 7 (88%)
- Do you support the land use amendment matrix associated with the creation of a new Desert Rural Land Use Category?
 - Yes – 1 (12%)
 - No – 7 (88%)

The majority of attendees did not support the proposal for the creation of a new “Desert Rural” Neighborhoods General Plan land use designation as well as its inclusion within the General Plan land use amendment matrix showing a change from Desert Rural to all other land use categories, excluding Natural Open Space, as a major General Plan amendment process. Attendees in opposition to the proposal discussed that the new land use category: would potentially be a Proposition 207 “taking”; had discriminatory undertones; would negatively affect property values; and, would further limit growth. Those in favor stated that the proposal would put an end to some of the “irresponsible growth” that had been occurring.

5) Character Type – Downtown Core: City Council has directed City staff to solicit input from citizens on a proposal to adjust the General Plan Character Types Map to add the Downtown Core (in Old Town). Adding this character type would further assist in preserving the low-scale, historic, pedestrian focused character found within that Downtown Core portion of Old Town Scottsdale. Polling questions regarding this proposal included:

- Do you support the addition of a new Character Type - Downtown Core - as its own Character-Type in Old Town Scottsdale?
 - Yes – 6 (60%)
 - No – 4 (40%)

Participants generally were supportive of adding the Downtown Core to the Character Types map. Those in support of the proposal stated that Old Town is becoming Entertainment District-oriented, and that most people visit downtown to see the “old west”. Those in opposition to the proposal stated that this would restrict the progress of the city.

Virtual Open House Polling & Notes

This section of the report provides the individual comments collected for each polling topic conducted from March 5 through March 16, 2021. Both the polling results and individual comments collected are provided for each topic, below:

1) Vision Statement

13 total participants.

- What is your preferred Vision Statement for Scottsdale?
 - Existing 2001 Vision Statement – 0 (0%)
 - Task Force 2014 Vision Statement – 4 (31%)
 - Vice-Mayor Janik Proposed Vision Statement – 8 (61%)
 - None of the Vision Statements Presented – 1 (8%)
- Would you like to provide any additional comments to your selected response?
 - Janik's proposal is broader and hence more inclusive for what I envision is our potential for a great city.
 - This vision statement (Task Force 2014) describes tourism, residents, and business - in that order. I would put the residents section first.
 - The vision statement is meant to inspire and none of these provided are inspiring. They are too wordy and lack a connection to the human element which makes up our city. They seem to be too focused on advertising and not about how humanity will be embraced in the future of Scottsdale. The options for Vision Statements do not inspire or provide a path to the future of our city. The options provided seem to combine mission and value statements.
 - Scottsdale can have its cake and eat it too, just put the pieces in the right areas to enhance a diverse experience when visiting. Think of Disney world, people go for multiple different park experiences, each in its own ecosystem but easy to reach from another park. Hence park hopper passes, have everything and make it easy to move between it all.

- Sustainability and inclusivity are important to me and this statement has better wording and is more clear about those topics.
- Does your choice fully communicate your vision for the future?
 - Yes – 12 (92%)
 - No, it is missing something I'd like to suggest – 1 (8%)
- Would you like to provide any additional comments to your selected response?
 - There is no specific reference to combating climate change and reducing our carbon footprint.
 - One thing that should be kept out of any vision statement should be the concept of "shared values." On the surface "shared values" sounds like a good thing. Who could be against peace and safety? But on many topics Scottsdale residents do not all share the same values. And that's okay. We should not become a community where there is one "correct" opinion on a given issue, and if you don't share it, then you don't really belong in our community since you don't "share our values."
 - The Vision Statement of Scottsdale needs more of an human influence, showing value to the people that live in Scottsdale, FROM CRIB TO GRAVE. There is not statement on value of promoting and partnering with our district public schools and a visionary city relies on our district public schools to educate ALL Scottsdale children, regardless of family income, race, gender identity, religion or neighborhood which they reside.

2) General Plan Major Amendment Criteria

6 total participants.

- Do you support the first four existing (1-4) major amendment criteria and the process for which major amendments are determined?
 - Yes – 5 (80%)
 - No – 1 (20%)
- Would you like to provide any additional comments to your selected response?
 - The rampant pencil whipping of approved amendment changes by the previous city council has shown us the danger that exists in this form of process and must be changed. I believe the change to the general plan will do so.
 - This presentation is impossible to understand. The charts are unreadable. To intelligently comment I need more understandable charts that are big enough to read.
- Do you support the NEW major amendment criteria (5-7) and the process for which major amendments are determined?
 - Yes – 4 (60%)
 - No – 2 (40%)
- Would you like to provide any additional comments to your selected response?

- The rampant pencil whipping of approved amendment changes by the previous city council has shown us the danger that exists in this form of process and must be changed. I believe the change to the general plan will do so.
- These major amendment criteria seem to create an even more restrictive ability for the City Council to move forward and work effectively. As elected officials I expect they will seek input as important decisions come about.
- This presentation is impossible to understand. The charts are unreadable. To intelligently comment I need more understandable charts that are big enough to read.

3) Land Use - Employment

5 total participants.

- Do you support the combination of the Employment/Office land use designation?
 - Yes – 4 (80%)
 - No – 1 (20%)
- Would you like to provide any additional comments to your selected response?
 - This is an extremely important designation to maintain current standards of living including recreation and home prices.
 - This presentation is impossible to understand. The charts are unreadable. To intelligently comment I need more understandable charts that are big enough to read.

4) Land Use – Desert Rural Neighborhoods

8 total participants.

- Do you support the creation of a new Desert Rural Land Use designation?
 - Yes – 1 (12%)
 - No – 7 (88%)
- Would you like to provide any additional comments to your selected response?
 - Something has to be done to stop the irresponsible growth that has been transpiring the past decade.
 - This seems restrictive in an illegal sense. This reminds me of the issues of Scottsdale Quarter/Kierland Commons with Scottsdale setting the pace from behind.
 - The desert rural land use designation will deeply affect the property value and ultimately be detrimental to the property owners, who just happen to be some of the most wealthiest tax payers within the community. It's our god given right as Americans to do as we see fit with the land that we own. This is a prime example of how the general plan 2035 is being weaponized to prevent future growth and development within the city of Scottsdale which will only lead to the prevention of future economic vitality.
 - Cities are meant for people, not for rich white folk to keep POC (people of color) from moving in next to them.
 - Idiotic idea. Most likely illegal under prop 207.

- Do you support the land use amendment matrix associated with the creation of a new Desert Rural Land Use Category?
 - Yes – 1 (12%)
 - No – 7 (88%)
- Would you like to provide any additional comments to your selected response?
 - 1-acre parcel divisions seem restrictive enough to limit sprawl and to control growth. Current measures seem appropriate.
 - The supported land use amendment matrix associated with the creation of a new desert rural land use category is the result of a socialistic mindset within our city council and would make it almost impossible for land owners to develop their land as they see fit.
 - The racist undertones in this proposal are what we've come to expect from a city council that continues to push back against diversity, against public transportation, and against affordable housing in our city to keep "those people" out.
 - This is another attempt by the City to overstep its authority. Leave Property Owner's rights alone.

5) Character Type – Downtown Core

10 total participants.

- Do you support the addition of a new Character Type - Downtown Core - as its own Character-Type in Old Town Scottsdale?
 - Yes – 6 (60%)
 - No – 4 (40%)
- Would you like to provide any additional comments to your selected response?
 - Old Town is becoming little LA and losing all the character and charm that made it famous. The amount of neon that's been approved is incredible as well. It's becoming a sad, cheap, tawdry, party area.
 - Overall, the area is not that big. This additional labeled zone appears to be yet another layer added to restrict the VISIONARY PROGRESS of our city. OLD Town is not a draw worth preserving our future on, it is an hour visit when new out of town guests come to town and we've checked all the other destination boxes already.
 - I strongly suggest that staff and council read the 3 marketing plans done starting 2015 and moving forward. Its clear people come here for, 1) The want to see the old west, OLD TOWN, 2) They want to see/hike the desert. Keep OLD TOWN special - to borrow a phrase read those marketing plans.
 - Quit messing with the Downtown overlay.
 - This takes us back to 1984 zoning. We are a forward-thinking city that needs to support our next generation, not look back to an undeveloped city that does not exist anymore.
 - Maintain the charm of Old Town without further encroachment of tall, boxy highrises! We won't get a second chance and have already lost much of Scottsdale's unique appeal, north and south. It's a fine line between honoring our history and cache while keeping up with change, but I believe there is a way. I would be happy to serve in any capacity during this process.
 - Despite the views of many, the best way to live with minimal impact on the environment is via density. A low-density downtown doesn't make sense. There is enough of an old-town character area to sustain the desired charm / tourist interest. I

see nothing explicit about making the area pedestrian or bike friendly. The result of a low density plan will likely be increased congestion with poor access for bikes and pedestrian use.